

*Principal Focus*

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***FillMySchedule***  
Solution & Pricing Guide

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Principal Focus, LLC  
134 Prince Ave. Suite C  
Bellingham, WA 98226



Powered By  
**ServiceMonster**  
Marketing & Business Solutions

# COMPLETE MARKETING AUTOMATION

## FillMySchedule Service List

### Free Marketing Coaching

Every ServiceMonster subscriber receives a free marketing consultation. We have been providing one-on-one marketing assistance for over five years. Let our marketing experts help you identify what you need to do and why, even if you don't use any other service in FillMySchedule.

### ClientBuilder

Page 3

There is no easier or more effective way to stay in touch with your clients. With specially designed materials, you will thank, educate, and remind you customer right when they need you most. And the best part is; it will actually get done.

- Thank You & Reminders Cards
- Completely Automated
- Extremely Effective
- No Minimums

### ProspectBuilder

Page 4

Clean in the neighborhoods you want most with this direct mail strategy. We will purchase the data, import that data directly into ServiceMonster, and send those prospects direct mailings automatically, every month.

- Win New Business Automatically
- Targeted Neighborhoods
- Data Import Into ServiceMonster
- Customized Designs

### Print Services

Page 5

Finally, **high quality and reasonable pricing** don't have to be mutually exclusive. [This is the same service we use for all of our own materials.](#) Check out what we have to offer, even if you only use it to get better pricing from your current supplier.

- Postcards
- Business Cards
- Brochures
- And More...

### Now available in Canada

All prices listed are USD

Principal Focus is located near the border, just south of Vancouver. We send your thank you and reminder cards directly through Canada Post.

- No US postmarks
- Same great price
- Timely delivery
- Canadian Postage

## FillMySchedule: ClientBuilder

You and your company work very hard to draw in new business. Most marketing experts agree that it costs ten times more to get a new customer than it does to service an existing client. That's why client based marketing is the most important type of marketing you can do. But too many carpet cleaners make the same two marketing mistakes; they don't stay in touch with their current clients consistently, and they don't do enough to make sure their clients know all the different services they offer. That's where FillMySchedule: ClientBuilder comes in. As a completely automated service, you will gain more repeat business, ensure your clients don't go to your competitors, and rest easy knowing that it's getting done every month.

### What Your Customers Receive

We send out high-class 4x6 tent cards, much like a birth announcement or wedding invitation. Inside of each card we print a personalized message and every card is placed inside an envelope with a 1<sup>st</sup> class stamp.

### Pricing

There are no minimums required. Complete one job, we send one card. Each card costs \$1.25 (including postage) and there is an additional \$0.25 per card for inserts (optional, 3 inserts max).

### Example

Acme Cleaning uses ClientBuilder to send their Thank You cards, 9 month Reminders and 12 month Reminders. They also include 3 business cards in their thank you campaign to support their referral rewards program.

Their order may look something like this:

Campaign	Qty	Price	Total
Thank You	11	1.50	16.50
9 Month Reminder	12	1.25	15.00
12 Month Reminder	9	1.25	11.25
<b>Total</b>			<b>\$42.75</b>

Within the next 30 days, Acme receives 4 responses from these campaigns. From those responses they obtain 1 new job and 2 repeat jobs. Their average invoice is \$198.20.

Their results would look like this:

<b>Cost</b>	<b>\$42.75</b>
<b>Gross Revenue (3 Jobs @ 198.20)</b>	<b>\$594.60</b>

So for every \$1.00 Acme spends on FillMySchedule, they receive \$12.90 in return. Can your current campaigns do that?



## FillMySchedule: ProspectBuilder

Most cleaners know the term "5 Arouds". It refers to marketing directed at the five houses surrounding the home of a current client. Think of ProspectBuilder as automatic 500 Arouds. We will automatically load your ServiceMonster account with prospects in neighborhoods of your choosing and send them your direct mail materials. We will print your print ready artwork, address each piece, process them through the post office, and import your new prospects into your ServiceMonster account.

### **500** STANDARD SIZE POSTCARDS One Time Mailing

- 500 Target Prospects\*
- Uploaded Directly Into ServiceMonster
- 500 Qty – **4x6 Postcards**
  - ✓ Full Color Both Sides
  - ✓ 14pt gloss cover
- Mailing & Labeling Services

**Price \$295.00**



### **1000** STANDARD SIZE POSTCARDS One Time Mailing

- 500 Target Prospects\*
- Uploaded Directly Into ServiceMonster
- 500 Qty – **4x6 Postcards**
  - ✓ Full Color Both Sides
  - ✓ 14pt gloss cover
- Mailing & Labeling Services

**Price \$590.00**

### **Individuals**

**0.59 Each: STANDARD SIZE POSTCARDS**

**0.69 Each: JUMBO SIZE POSTCARDS**

Minimum qty 500

\* data purchased from InfoUSA

## FillMySchedule: Print Services

Don't see the product you're looking for? Give us a call; we are continuously updating our list all the time. All artwork must be print ready and can be sent to us in tif, pdf, or jpeg formats. For best results be sure your files are 350 dpi.

**Special**



14pt Card Stock  
Full Color Both Sides

**Business Cards**

1000 for **\$33.00**

**Special**



14pt Card Stock  
Full Color Both Sides

**Post Cards 4" x 6"**

1000 for **\$99.00**

Type	Size	QTY	Description	Price*
Postcard	4x6	1000	Full Color Both Sides, 14pt Card Stock, Glossy UAV Coating	\$99.00
Postcard	4x6	2500	Full Color Both Sides, 14pt Card Stock, Glossy UAV Coating	\$141.00
Postcard	4x6	5000	Full Color Both Sides, 14pt Card Stock, Glossy UAV Coating	\$164.55
Postcard	5.5x8.5	1000	Full Color Both Sides, 14pt Card Stock, Glossy UAV Coating	\$154.99
Postcard	5.5x8.5	2500	Full Color Both Sides, 14pt Card Stock, Glossy UAV Coating	\$210.00
Postcard	5.5x8.5	5000	Full Color Both Sides, 14pt Card Stock, Glossy UAV Coating	\$260.00
Business Card	Standard	1000	Full Color Both Sides, 14pt Card Stock, Glossy UAV Coating	\$33.00
Business Card	Standard	2500	Full Color Both Sides, 14pt Card Stock, Glossy UAV Coating	\$47.95
Business Card	Standard	5000	Full Color Both Sides, 14pt Card Stock, Glossy UAV Coating	\$57.99
Door Hanger w/BC	3.5x11	500	Full Color Front, 14pt Card Stock Glossy, Tear Off Buss. Card	\$190.00
Door Hanger w/BC	3.5x11	1000	Full Color Front, 14pt Card Stock Glossy, Tear Off Buss. Card	\$200.00
Door Hanger w/BC	3.5x11	2500	Full Color Front, 14pt Card Stock Glossy, Tear Off Buss. Card	\$300.00
Door Hanger w/BC	3.5x11	5000	Full Color Front, 14pt Card Stock Glossy, Tear Off Buss. Card	\$490.00
Door Hanger	4.25x11	1000	Full Color Front, 100lb Glossy	\$213.00
Door Hanger	4.25x11	2500	Full Color Front, 100lb Glossy	\$313.00
Door Hanger	4.25x11	5000	Full Color Front, 100lb Glossy	\$343.00
Door Hanger	5.5x17	1000	Full Color Front, 100lb Glossy	\$340.00
Door Hanger	5.5x17	2500	Full Color Front, 100lb Glossy	\$514.00
Door Hanger	5.5x17	5000	Full Color Front, 100lb Glossy	\$614.00
Brochure	8.5x11	1000	Full Color Both Sides, 100lb Glossy	\$171.08
Brochure	8.5x11	2500	Full Color Both Sides, 100lb Glossy	\$237.38
Brochure	8.5x11	5000	Full Color Both Sides, 100lb Glossy	\$267.98
Flyer	8.5x11	1000	Full Color Front, 100lb Glossy	\$144.00
Flyer	8.5x11	2500	Full Color Front, 100lb Glossy	\$208.00
Flyer	8.5x11	5000	Full Color Front, 100lb Glossy	\$254.00
Flyer	8.5x11	1000	Full Color Both Sides, 100lb Glossy	\$169.00
Flyer	8.5x11	2500	Full Color Both Sides, 100lb Glossy	\$234.00
Flyer	8.5x11	5000	Full Color Both Sides, 100lb Glossy	\$264.00

\* Standard shipping charges apply.